

# LYNCHBURG CITY COUNCIL

## Agenda Item Summary

MEETING DATE: **March 28, 2006, Work Session**

AGENDA ITEM NO.:

CONSENT:

REGULAR:

CLOSED SESSION:

(Confidential)

ACTION:

INFORMATION: **X**

ITEM TITLE: **"Dasani Blue Bike Program"**

RECOMMENDATION: This written report is provided for informational purposes. If a Council member has concerns with staff proceeding with this program, please contact the City Manager.

SUMMARY: The City of Lynchburg has been offered the opportunity to participate in the 2006 "Dasani Blue Bikes Program." Lynchburg will be one of six localities nationwide to participate in the program. This is the second year of the program with eight localities participating in 2005. Lynchburg has been chosen because of our urban trail system and Central Virginia location. Dasani, bottled water distributed by Coca-Cola Company, will contribute 20-36 Trek Cruiser Classic bikes, lockers to store the bikes, assistance with funding to maintain the bikes, and park amenities. The bike lockers will be located at trail heads, are activated by swipe cards and the bikes are made available free of charge to the public. Dasani, in conjunction with Coca-Cola Company and the Rails-to-Trail Conservancy, will also fund and host a public relations kick off event.

The City's commitment to the program is to manage the bike program and participate in the kick-off event. Participation in the kick-off event by local elected officials is anticipated and highly encouraged. The City may opt out of the program at any time.

In reviewing the information provided by Dasani, staff initially had concerns regarding the contract, maintenance of the bikes, site amenities and a long term commitment by Dasani to ensure a successful program. The City Attorney's office has reviewed the contract document and spoken directly with a lawyer representing the "Blue Bike Program". Mr. Erwin has advised Parks and Recreation that his conversation with Dasani was favorable and they were able to resolve our concerns. Staff also requested information on the costs for maintaining the bikes. Dasani has stated that they will donate \$5,000 annually to each locality to fund the maintenance costs, which will be provided under contract by a local Trek dealer. Dasani is also committed to replacing the bikes over time if the City remains committed to the program. Staff was especially concerned with the design of the donated park amenities. Dasani agreed that the City can use our preferred style of amenities with the Dasani color and logo. Each package of amenities differs from locality to locality with City staff deciding the appropriate package for Lynchburg.

The program will be managed by Parks and Recreation staff with the swipe cards made available to the public through the Miller Center office. The location of the lockers and bikes is to be determined. Staff is assessing trail head sites for the best location for lockers and bikes. The date and place of the kick-off event is also to be determined, but will most likely occur this Fall.

The "Dasani Blue Bike Program" promotes exercise and a more active life style, brings positive media attention to Lynchburg and promotes use of the trails. Staff recommends accepting this donation from Dasani and participating in the program.

PRIOR ACTION(S): None

FISCAL IMPACT: None

CONTACT(S): Kay Frazier, 455-5868; Andrew Reeder, 455-5876

ATTACHMENT(S):

Dasani Blue Bikes Program literature

Webpage from Villa Park, IL. (A 2005 participant in the Blue Bikes Program)

REVIEWED BY: lkp



**Dasani® Blue Bikes Program™**  
**Summer 2006**



## **DASANI<sup>®</sup> BLUE BIKES PROGRAM<sup>™</sup> TRAIL CRITERIA**

1. The Blue Bikes must be accessible to all community members and may not be privatized.
2. Trail contact and associated public agency will assume responsibility of ensuring the administration, management and maintenance of the program.
3. Trail contact must communicate (via a written plan) how the program will be administered before donation is made. (Please see Plan for Administering the Program Checklist)
4. The community bike program should be referred to as the "Dasani<sup>®</sup> Blue Bikes Program<sup>™</sup>" throughout its lifetime.
5. A section of the trail(s) should be suitable for Trek Cruiser bikes (No steep hills, rocky paths).
6. Blue Bikes Lockers must be located on or within walking distance of the trail.
7. The trail must be open to modest Dasani branding on the bikes and enhancements (see visuals).
8. Trail enhancements selected will be delivered as specified and/ or agreed upon prior to trail selection.
9. Prior to the start of the kick-off event, all bikes need to be delivered on-site from the local bike shop, available and on display.
10. All materials associated with the trail launch will be sent and in the trail manager's care until the event.
11. Trail manager (or appropriate trail personnel) must arrange for local dignitaries to participate on the event day.
12. Trail manager (or appropriate trail personnel) will receive tools to assist in bringing the community and relevant organizations to the event.



## **DASANI<sup>®</sup> BLUE BIKES PROGRAM<sup>™</sup>**

### **Plan For Administering the Program Checklist**

Within your written description of how the Program will be administered, please include the answers to the following:

1. Who will be administering the program?
2. What is the process someone will go through to check out a bike?
3. Who will have access to the bikes?
4. How far from the lockers is the administration check out location?
5. What is your maintenance plan?
6. Who will be administering the maintenance/ inspections?



## **Dasani® Blue Bikes Program™ Overview**

As part of the 2006 Dasani summer program Dasani and Trek™ have joined forces to sponsor a community bike program in six markets across the U.S.

Each community will receive 20-36 Trek Cruiser Classic bikes available for public use on participating trails. Each market will have the option of choosing trail enhancements including: a shelter, park benches, picnic tables and recycle bins.

Dasani will be hosting PR events in each market to launch the community bike program. Local officials and community organizations, The Coca-Cola Company™ and Rails-to-Trails Conservancy Representatives will be present and will join in the inaugural bike ride down the trail using the donated Trek bikes. In some cities, the Mayor will be leading the ride! The event could include live entertainment, Dasani sampling, bike safety demonstrations and a ribbon cutting ceremony. In addition, each market will feature trail enhancements donated by Dasani for permanent use. These events are a great way for the community to get involved and excited about the program.

In order to access the bikes, a person must first sign a liability waiver form and then provide a form of personal identification. This will allow them to receive their Dasani Blue Bikes swipe card that will be valid indefinitely. Sign-up locations will differ from city to city. Bikes will be stored in Dasani-branded bike lockers that can be accessed with the swipe card.

In support of trails across the country, Dasani has found an exciting way to give local communities a chance to experience some of the most unique and inspiring trails across America.



## **Dasani® Blue Bikes Program™ Program Details**

Here's what you can look forward to:

- **PR & Events:** The Dasani program will launch in April-July in six selected markets.
  - Who – Community members, groups and organizations; RTC members; local bike shops; Trek
  - What – A three (3) hour event that will launch the Blue Bikes program and will include an inaugural ride, donation check presentation, a Dasani water station for sampling, live entertainment, catered food and more!
  - When – April-July
  - Where – Six selected markets
  - Why – To launch the community bike program, unveil the new trail enhancements and generate community awareness of the trail and the program.
  
- **Enhancements:** Each trail will receive 20-36 brand new Trek bikes and custom lockers to store them in. Additionally, each trail will have the opportunity to pick a combination of trail enhancements donated by Dasani for permanent use. You can choose from:
  - A Dasani shelter
  - Dasani picnic tables
  - Dasani park benches
  - Dasani recycle bins

# Village of Villa Park

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Villa Park, Illinois

[< Village home page](#)

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### DASANI "Blue Bikes" Community Bicycle Program

Free bikes encourage Chicago-area residents to get outside and be active



The DASANI "Blue Bikes" community bicycle program, supported by Trek®, officially kicked off in Villa Park, Ill., during DuPage County Bike Day on June 25.

The initiative gives Chicago-area residents the free use of 20 brand-new Trek Cruiser Classic bicycles to explore the [61-mile Illinois Prairie Path & Great Western Trail](#), which winds through the western suburbs of Chicago.

To celebrate the launch of the program, DASANI presented a symbolic check representing the \$52,000 value of DASANI donations to Joyce Stuepgia, President of Villa Park. Community members also were invited to join in an inaugural ride on the Prairie Path using the DASANI "Blue Bikes" during the kick-off festival.



DASANI "Blue Bikes" are housed in specially designed storage lockers, located on the Illinois Prairie Path adjacent to the Villa Park Historical Museum ([map this location with Google Maps](#)), giving residents free access, 24 hours a day. Area residents easily can take part in the program by registering for a DASANI "Blue Bikes" card. Cyclists simply pass the card through the reader at one of the "Blue Bikes" lockers to remove a bike and return it at the end of their ride.

The program is available from April 1-November 1. DASANI "Blue Bikes" swipe cards may be obtained at the Community Recreation Building, 320 E. Wildwood Avenue ([map this location with Google Maps](#)), Monday through Friday 8:30 a.m. to 4:30 p.m. You simply need to sign a [waiver](#), provide a copy of your driver's license and a \$10 cash refundable deposit. Bikes are adult sized, single gear without lights. Ages 18 and older may borrow a community bike from our lockers for thirty-six, (36), hours. For additional information contact (630) 834-8525.

"The DASANI 'Blue Bikes' program was created to encourage residents to make healthy lifestyle choices and provide people with a fun opportunity to get outside and be active," says Sabrina Gatlin, brand manager for DASANI. "We hope Chicago-area residents of all ages will take advantage of this unique program and enjoy the Illinois Prairie Path & Great Western Trail on two wheels."